



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

## Contract #

**850923**

**Schedule Dates** 08/27/12-09/02/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/155303592  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Rachael,Beale  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11674  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 08/24/12  
**Last Modified** 08/24/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 8/27-9/2  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,396.25  
**Net Total** \$30,578.75  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Sep. 2012	41	\$35,975.00
<b>Grand Total:</b>	<b>41</b>	<b>\$35,975.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/29/12-08/29/12	3	:30	48386- News @ 5am				1					1	\$175.00	\$175.00	St. Louis (KMOV) (KMOV)		8/24/12
2.0	Normal Line / SPOT	08/27/12-08/31/12	3	:30	20015- News @ 6am M-F		1	1	1	1	1			5	\$300.00	\$1,500.00	St. Louis (KMOV) (KMOV)		8/24/12
3.0	Normal Line / SPOT	08/27/12-08/31/12	3	:30	131968- CBS This Morning		1	1	1	1	1			5	\$200.00	\$1,000.00	St. Louis (KMOV) (KMOV)		8/24/12
4.0	Normal Line / SPOT	09/02/12-09/02/12	3	:30	20132- CBS Sunday Morning								1	1	\$650.00	\$650.00	St. Louis (KMOV) (KMOV)		8/24/12
5.0	Normal Line / SPOT	08/28/12-08/31/12	3	:30	20022- Price is Right			1			1			2	\$350.00	\$700.00	St. Louis (KMOV) (KMOV)		8/24/12
6.0	Normal Line / SPOT	08/29/12-08/29/12	3	:30	20023- News @ 12noon M-F				1					1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		8/24/12
7.0	Normal Line / SPOT	08/30/12-08/30/12	3	:30	20024- Bold & The Beautiful					1				1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)		8/24/12
8.0	Normal Line / SPOT	08/27/12-08/27/12	3	:30	28663- Dr. Phil		1							1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		8/24/12
9.0	Normal Line / SPOT	08/31/12-08/31/12	3	:30	20029- Young and the Restless						1			1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)		8/24/12
10.0	Normal Line / SPOT	08/28/12-08/30/12	3	:30	20054- News @ 5pm M-F			1		1				2	\$800.00	\$1,600.00	St. Louis (KMOV) (KMOV)		8/24/12
11.0	Normal Line / SPOT	08/27/12-08/31/12	3	:30	20055- News @ 6pm M-F		1		1		1			3	\$800.00	\$2,400.00	St. Louis (KMOV) (KMOV)		8/24/12
12.0	Normal Line / SPOT	08/27/12-08/31/12	3	:30	20053- Entertainment Tonight		1	1	1	1	1			5	\$1,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		8/24/12
13.0	Normal Line / SPOT	08/27/12-08/27/12	3	:30	6:57P- 8P (CT)		1							1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		8/24/12

## CONFIRMATION CONTRACT

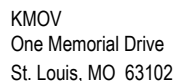
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



<b>Contract #</b>	<b>850923</b>
<b>Schedule Dates</b>	08/27/12-09/02/12
<b>Advertiser</b>	McCaskill for Senate 2012 (38474)
<b>Agency/T-Code</b>	Media Strategies & Research - VA (1523)/155303592
<b>Product</b>	Political - US Senate (1176)
<b>Brand</b>	Democrat (152221)
<b>Salesperson</b>	McNamara, Julie (2389)
<b>Sales Office</b>	KMOV-St. Louis
<b>Buyer Name</b>	Rachael,Beale
<b>Phone/Fax</b>	(573) 651-0964 /
<b>CPE</b>	11674
<b>Account Types</b>	Local/Political Candidate - Agency
<b>Billing Type</b>	Standard
<b>Comments</b>	

Date Entered	08/24/12
Last Modified	08/24/12
Entered By	Bridget Hurst
CO-OP	No
Headline #	8/27-9/2
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$5,396.25
Net Total	\$30,578.75
Sales Tax	

<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Sep. 2012	41	\$35,975.00
<b>Grand Total:</b>	<b>41</b>	<b>\$35,975.00</b>

## CONFIRMATION CONTRACT

Date:

Accepted-Station:

Date:

Comments: